

# quick facts

*The Broadcasting Board of Governors is an independent federal agency supervising all U.S. government-supported, civilian international broadcasting.*

Staff:	<b>3,791 people at the BBG and all its entities</b>	Audience:	<b>Over 171 million people weekly - an increase of 71% since 2003</b>
Budget:	<b>\$757.7 million in FY 2010 (estimated)</b>	Media:	<b>Internet and new media; satellite; terrestrial and cable television; shortwave, AM and FM radio</b>
Languages:	<b>60</b>		
Broadcast Hours:	<b>More than 3,000 hours of original programming each week</b>		



Broadcasting  
Board of  
Governors

330 Independence Ave., SW  
Washington, DC 20237  
(202) 203-4400  
www.bbg.gov

## mission

To promote freedom and democracy and enhance understanding through multimedia communication of accurate, objective, and balanced news, information and other programming about America and the world to audiences overseas.

# overview

## Strategic Goal

The Broadcasting Board of Governors' goal is to deliver accurate news and information to significant and strategic audiences overseas.

By providing high quality journalistic programming, BBG broadcasters serve as a trustworthy source of news and as an example of a free, professional press in countries that lack independent media.

BBG broadcasters engage with audiences and promote dialogue through interactive programs and social networking.

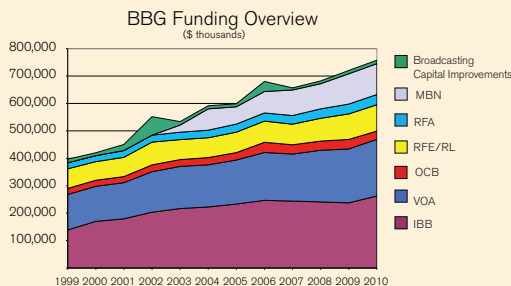
Through objective reporting and informed coverage of the issues and events at home and abroad, BBG broadcasters offer viewpoints not aired in restricted media environments. Such reporting provides an alternative to extremism and authoritarianism, fosters respect for human rights, supports popular aspirations for freedom in repressive societies, and communicates what America stands for – our policies, values and culture.

## Structure

The BBG is headed by a bipartisan board comprised of nine members; eight are appointed by the President and confirmed by the Senate. The ninth, the Secretary of State, serves ex officio. The Board serves as a "firewall" against political interference in the journalistic product.

Under the BBG umbrella are five international broadcasters:

- Voice of America (VOA)
- Radio Free Europe/Radio Liberty (RFE/RL)
- Radio Free Asia (RFA)
- Office of Cuba Broadcasting (OCB; Radio and TV Marti)
- Middle East Broadcasting Networks, Inc. (MBN; Radio Sawa and Alhurra Television)



**The Voice of America** provides international, regional and local news, as well as in-depth coverage of the U.S. and its policies.

**Radio Free Europe/Radio Liberty, Radio Free Asia, and Radio and TV Marti** provide their audiences the objective, comprehensive news with an emphasis on domestic events that they are denied by their own media.

**Alhurra TV and Radio Sawa**, broadcasting to the Middle East, provide a full range of international, regional, and local news as well as coverage of the U.S.

The BBG also oversees the **International Broadcasting Bureau (IBB)**, which provides multimedia broadcast distribution as well as technical and administrative support to the broadcasters.

## board members



Joaquin F.  
Blaya



Blanquita  
Walsh Cullum



D. Jeffrey  
Hirschberg



Steven J.  
Simmons



Secretary  
Hillary Rodham Clinton  
*ex-officio*

Board Chairman: Vacant  
BBG Executive Director: Jeffrey Trimble



# media

## Radio

Where shortwave and AM radio are popular, BBG broadcasters use them to reach noteworthy audiences, including many in Africa, and highly censored locales such as Burma and North Korea. They also capitalize on the popularity of FM radio in many urban areas, often through relationships with local affiliates.

## Television

BBG broadcasters have expanded their television offerings. Alhurra provides 24/7 TV programming to Arabic-speaking populations, TV Marti broadcasts 24/7 to Cuba, and VOA produces TV programs in 25 of its 45 broadcast languages.

VOA's Persian News Network, distributed by satellite to Iran, reaches almost 30% of Iranians weekly – despite the fact that satellites are illegal in Iran.

## Internet and New Media

A growing web and new media presence allows BBG broadcasters to reach new audiences and to interact with them in new ways.

Initiatives include:

- Establishing pages or channels on YouTube, Facebook, Twitter;
- Increasing interactivity on BBG Web sites, including blogs maintained by program hosts, and opportunity for program feedback;
- Distributing content via RSS feeds, SMS text messaging, and e-newsletters;
- Using podcasting and links to relevant social bookmarking services.

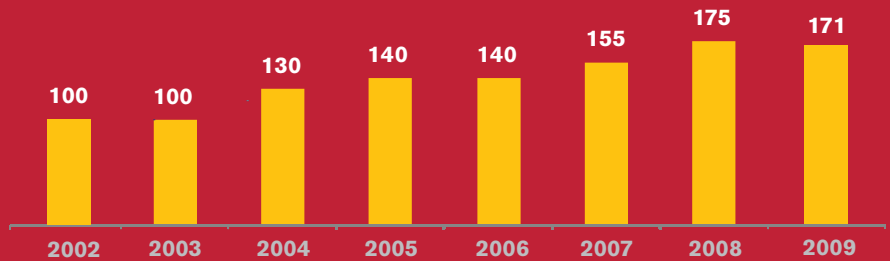


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# audience

BBG Global Audience  
(Unduplicated weekly audience in millions)



# reach

## Largest Audiences (Weekly Unduplicated)

Nigeria	22,317,020
Indonesia	16,283,333
Iran	14,513,543
Iraq*	11,698,107
Pakistan**	11,194,330
Afghanistan	9,860,290
Egypt	8,114,370
Ukraine	6,638,340
Syria	5,745,233
Tanzania	5,548,032

## Highest Percentage Reach (Weekly Unduplicated)

Qatar***	86.3
Iraq*	72.7
Rwanda	72.7
Somalia (Mogadishu)	66.8
Kosovo	64.8
Syria	61.1
Afghanistan	56.2
Haiti	50.1
Armenia	49.5
Morocco (urban)	45.9

as of September 2009

\*2008 reach figure excludes 5 provinces; audience figure includes projected audiences in these provinces from data collected in 2007. \*\*Excludes Federally Administered Tribal Areas (FATA). \*\*\*Research conducted in 2006.

## Global

English  
(including  
Special English  
& English to  
Africa)

## Africa

Afan Oromo  
Amharic  
French  
to Africa  
Hausa  
Kinyarwanda  
Kirundi  
Ndebele  
Portuguese  
to Africa  
Shona  
Somali  
Swahili  
Tigrigna

## Central Asia

Kazakh  
Kyrgyz  
Tajik  
Turkmen  
Uzbek

## East Asia

Burmese  
Cantonese  
Indonesian  
Khmer  
Korean  
Lao  
Mandarin  
Thai  
Tibetan  
Uyghur  
Vietnamese

## Eastern/ Central Europe

Albanian  
Bosnian  
Croatian  
Greek  
Macedonian  
Montenegrin  
Romanian  
Serbian

## Eurasia

Armenian  
Avar  
Azerbaijani  
Bashkir  
Belarusian  
Chechen  
Circassian  
Crimean Tatar  
Georgian  
Russian  
Tatar  
Ukrainian

## Latin America

Creole  
Spanish

## Near East/ North Africa

Arabic  
Kurdish  
Turkish

## South Asia

Bangla  
Dari  
Hindi  
Pashto  
Persian  
Urdu

# languages